



Minutes of the Mayor's Economic Advisory Commission Meeting held on Tuesday, January 12, 2016, at 7:00 p.m. at the Civic Center, 110 South Main Street, Springville, Utah.

**Committee Members in attendance**

Mayor Wilford Clyde, Councilman Craig Conover, Chair Mike Snelson, Dan Bott, Kevin Jennings and Brian Johnson

**Staff in Attendance Included**

City Administrator Troy Fitzgerald, City Operations Manager Rod Oldroyd and Deputy City Recorder Jennifer Grigg

**Call to Order**

Chair Mike Snelson brought the meeting to order at 7:03 p.m. and welcomed everybody.

Approval of Minutes from September 8, 2015

Mr. Bott moved to approve the minutes from September 8, 2015. Mr. Jennings seconded the motion, and all present voted aye.

**1) Business/City Update - City Operations Manager Rod Oldroyd**

Springville is #36 in Money Magazine's Best Places to Live, #84 in the nation for Women Business owners and #1 for pizza establishments per capita in Utah; #46 in the country.

Tracker Boats/ Mitsubishi Dr. Petersen owner, wants a grand opening ribbon cutting next week.

Smith's public relations wants the ground breaking within a week, for the 140,000 square foot building. Mr. Jennings asked if Smith's was looking to build at Allen's 5 years ago. Mayor Clyde stated a Smith's development in St. George has been on hold for years. The Smith's Development will have 7 pads for up to 8 businesses each. Manager Oldroyd reported Smith's has businesses that will follow them. After the building starts, bringing new businesses will be a priority.

Mr. Oldroyd continued his business update by reporting that the Utah County senior housing facility is finished and looks great. Stonehenge and Maple Ridge Elementary School, all in the West Fields, are progressing.

Standard Plumbing Supply w/Ace Hardware has moved to their new building south of Wal-Mart. Sprinkler World might move as well, leaving IMSAR specializes in small, high-performance Synthetic Aperture Radar (SAR) systems for manned and unmanned aircraft. Brian Johnson noted Stokes Market; in Salem has a small ACE franchise as well.

Deseret Industries is building a 56,000 sq. foot facility that will drive traffic to the area on 1750 West. A Microtel is permitted south of Cracker Barrel. Because of the change in the sign ordinance, Arby's has a new sign. Mr. Salisbury's microbrewery/steakhouse is progressing a beautiful building. Maverik in the North Interchange District is being remodeled. Other projects including many residential are in the works. Mr. Oldroyd reminded that Springville only has 3 square miles of space left to build.

Mayor Clyde updated the committee on interest in the Wadsworth and Boyer property that would include other developers and retail midsize box stores that need a large piece of land. CDA is involved in that area. Developers are interested because 120,000 people live within a 10-mile radius and the well-designed single point urban interchange (SPUI) freeway interchange. Property trade with Boyer is a possibility.

Mayor Clyde continued the Provo Towne Centre is struggling as well. We need to support it to keep the nice stores in Provo. Cinemark is losing business to the new LHM in Vineyard. Mr. Bott noted that kids now know where Vineyard is because of the new movie theater. Mayor Clyde stated East Bay is struggling. Mr. Jennings noted the mall is for sale. Chair Snelson said University Mall is now called University Place. Wadsworth is diversifying that Orem property for residential, commercial and retail. RC Willey doubled the space and added the Clearance store when it moved into the University Place and has increased foot traffic. Manager Oldroyd stated restaurant parking on the south side of University Place is crowded. Councilman Conover stated office space rental is \$22 per foot in the new building on the Southwest corner of University Place, which is more than Provo's Wells Fargo building. Mayor Clyde stated the space where Mervin's and the northwest parking area of University Place will be businesses and apartments. Indoor malls are going downhill, but prime real estate for office and residential. Chair Snelson mentioned that indoor malls nationwide are struggling.

## **2) New members**

Chair Snelson stated Mr. Jennings retires this meeting. Mrs. Jordan is still on the committee. Louie Mesquite, owner of La Casita is president-elect of the Chamber. Members should be Springville residents and not affiliated with another committee. Steve Monson and Mike Stansfield are good possibilities. Mayor Clyde will appoint members.

Chair Snelson asked Administrator Fitzgerald what the future tasks are dealing with the Economic Development Master Plan. Administrator Fitzgerald answered each project will be up to 10 years in the future and presented to the City Council. When presenting projects for economic development during budget planning before the Council, referring to this Economic Plan endorsed by this Committee will help.

Mr. Jennings commented the streetlights on the way to 4<sup>th</sup> North look really nice.

Mayor Clyde wants to identify property from 400 North to 600 South to attract development and businesses in that corridor to revitalize Main Street. What can the City do to help those businesses and encourage development that maintains the look and feel of Historic Main Street?

Administrator Fitzgerald noted the survey showed residents want high-speed internet. Google Fiber plans to expand to Springville, but not until they are ready. Provo internet infrastructure is charged on the utility bill. Google's price point is free for 5 mbs or \$75 for 100 mbs. Vivint transmits to a hub home then distributes to neighbors from there. Rise is an internet provider that operates antenna to antenna. Administrator Fitzgerald told of a business touting internet/fiber connection being investigated by the State. Mayor Clyde asked about Air Switch. Administrator Fitzgerald noted coaxial cable is in residential yards, but not functional. The boxes on houses are gone. City uses the fiber for communications with some dark fiber available. Spanish Fork offers internet and just paid off the bond, while breaking even on the costs and service. State law break even every year. Speeds coax 50 mbs blast 75 for more \$. Comcast 90mbs download 50 upload. Mayor Clyde sees no success with Netflix. Generational 13 devices popped on his system. Manager Oldroyd thinks of projects for Council.

Mayor Clyde asked if the Committee would recommend a part-time Economic Development employee. Councilman Conover noted Ray Klauck worked part-time developing the business park. Chair Snelson stated Shirlene Jordan catapulted the success of the Chamber. Mayor Clyde agreed Shirlene changed the Chamber and we should hire her for Economic Development. He then mentioned Brent Haymond brought Nestle and IPP and wants the job. An employee would be part time, no benefits and answer directly to Administrator Fitzgerald and Mayor Clyde. The idea of a performance based contract or a bonus or payment base plus bonus will be

considered. Businesses are coming to Springville based on the economics of Springville without incentive. Mayor Clyde stated Kelly Ward is working with an architect to start building Zions bank in 2 or 3 weeks. Mr. Haymond has drive, experience and connections perfect for this job. Administrator Fitzgerald stated Mr. Haymond procured funding for the Springville Museum of Art from the Utah State Legislature this year.

Mayor Clyde met with motel owners at 50 North Main, who bought the property as an investment. They collect \$600 a month rent for 12 units, totally \$7200 a month. The Council wants to push the idea of repurposing the property to multi family. There are 4 or 5 of these transient housing properties on Main Street where no background check or deposit is required. Administrator Fitzgerald stated the State Health Department received a complaint and triggered City involvement in code enforcement for these properties. Mayor Clyde noted any replacement idea for the property needs to replace that revenue and incentives might be needed. Dave Simpson owns the transient motel next to the Trolley and intends to build a restaurant. There are transient motels spread throughout Springville.

Mr. Johnson noted Allen's inventory is low, the shelves are sparse and it looks like they are liquidating. Councilman Conover noted the owner is not interested in renting the former Blockbuster space south of Allen's. Mrs. Kinross is the manager of the Allen's grocery store. Mayor Clyde heard Hogi Yogi might be moving. Mr. Johnson added they are adding Italian Bowls to their menu.

Chair Snelson adjourned meeting by consensus at 8:24p.m.